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AUBREY L. BROOKS (1872-1885)
W.H. HOLDENESS (1904-1966)
L.P. McLENDON (1890-1966)
KENNETH M. BRIM (1898-1974)
C.T. LEONARD, JR. (1929-1983)
CLAUDE C. PIERCE (1913-1988)
THORNTON H. BROOKS (1912-1988)
G. NEIL DANIELS (1911-1987)

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July 8, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Stop Code - 1170
Washington, D.C. 20554

**Re: MM Docket Nos. 91-221; 87-8;
94-150; 92-51; 87-154
TV LMA's**

Dear Mr. Caton:

Transmitted herewith, on behalf of The Hearst Corporation, is a facsimile of an original and four copies of a response to the request for information regarding television LMA's set forth in the Commission's Public Notice released June 17, 1997.

Hearst is the licensee of Television Station KMBC-TV, Kansas City, Missouri. In addition, Hearst is a party to a Program Service and Time Brokerage Agreement ("LMA") with KCWB-TV, Inc., permittee of Television Station KCWB(TV), Kansas City, Missouri. Hearst provides programming and other services to KCWB-TV, Inc. pursuant to the LMA.

If any questions should arise during the course of your consideration of this information, it is respectfully requested that you communicate with this office.

Sincerely,

BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.

Mark J. Prak
Counsel to The Hearst Corporation

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Enclosures

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EXHIBIT A**PUBLIC INTEREST BENEFITS**

Under its Program Service and Time Brokerage Agreement ("LMA") with KCWB-TV, Inc., permittee of Television Station KCWB(TV), Kansas City, Missouri, The Hearst Corporation, licensee of Television Station KMBC(TV), Kansas City, Missouri, has been able to provide a variety of public interest benefits to the people of Kansas City and the surrounding area. These public interest benefits include the offering of new and diverse programming which was previously unavailable in the market.

KCWB is an affiliate of the Warner Brothers Network. Prior to the LMA and construction of KCWB, Warner Brothers was without an affiliate in the Kansas City market. KCWB currently provides approximately thirty-six (36) hours of children's programming per week. Under the new FCC Children's Programming Rules, which become effective in September, KCWB will broadcast approximately ten (10) hours per week of programming which will qualify as educational and informational children's programming.

In addition to its exceptional record of serving the needs of children, KCWB also serves as the flagship station for Kansas City Royals baseball, providing thirty-five games to the market each season. KCWB broadcasts a number of first-run syndicated programs that would otherwise be unavailable in the market. KCWB also provides several religious and informational programs and four hours of Bloomberg business news and financial information during the late-night/early morning hours.

KCWB's relationship with The Hearst Corporation and KMBC also allows KCWB to provide an additional outlet for KMBC's local news specials and weekly public affairs programming. Hearst is also a leader in developing local programs designed for children, teens, and young adults.

The LMA with KCWB has allowed Hearst to offer additional diverse programming to the public. The additional advertising inventory has allowed Hearst to better serve the needs of advertisers in Kansas City as well. None of these public interest benefits existed prior to Hearst's investment in its LMA with KCWB-TV, Inc.

LMA REPLY FORMMARKET: Kansas City, Missouri DMA#: 32

	<u>Channel No. & Call Sign</u>	<u>Network Affiliation</u>	<u>Licensed Community</u>	<u>Owner/ Licensee</u>	<u>Approximate Degree of Overlap (%)</u>			<u>Nielsen (all day) Audience Share (9am-midnight)</u>		
					<u>City Grade</u>	<u>Grade A</u>	<u>Grade B</u>	<u>11/96</u>	<u>2/97</u>	<u>5/97</u>
Brokered Station:	KCWB Channel 29	WB	Kansas City	KCWB-TV, Inc.	100	100	93	1	2	3
Brokering Station:	KMBC-TV Channel 9	ABC	Kansas City	The Hearst Corporation	100	100	100	19	17	18

<u>LMA Specifies:</u>	<u>Date of LMA Signing</u>	<u>Length of Initial Term</u>	<u>Initial Term Start Date</u>	<u>Initial Term End Date</u>	<u>Renewal Provisions/Terms</u> Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.	<u>% Time Brokered per week</u>
	August 24, 1995	5 years	September 14, 1996	September 14, 2001	Five year renewal at option of Broker, Hearst Corporation. Renewal term would run through 9/14/2006. Option renewed automatically upon notice by Broker to Licensee.	98% with 4 hour licensee holdback for public affairs and licensee preemption authority

Public Interest Benefits: See Exhibit A Attached Hereto